

MANDATORY ASSIGNMENT 06: MOTION DESIGN, DIAMOND AWARDS

INTRODUCTION

In this assignment I have made a title sequence to kick off the Diamond Awards show in 2017. In doing this, the layout, typography, colours, elements, and animation have been very important to consider. The title sequence should convey the concept of the mood of the evening, and should appeal to the target audience.

Interpretation of Task

I understood this assignment as having to make a title sequence for Diamond Awards. This should be between 10 and 30 seconds long, present the ten studies at Noroff, and have some audio included. In addition to this I had to integrate the Diamond Awards logo, and it was up to me whether to use the coloured version, or black and white. I had to closely consider the evening and what mood I should aim for, and in doing that I also had to think of fonts, elements, colours, animation, and audio.

Concept and Target Group

The concept of this assignment is to create a title sequence which promotes, and reflects the mood of the Diamond Awards show. Its purpose is to present all categories/studies offered at Noroff, and text and/or elements should somehow reflect the individual categories' core idea.

Diamond Awards' target group are students and teachers of Noroff, and visitors from creative businesses. They are over 18 years, and both males and females. A mutual interest the audience will have is design and the visual.

Message/Achieved Action

By using different icons for the categories, and spending quite a lot of time animating, I have made a title sequence that should communicate the Diamond Awards show, and the courses offered at Noroff.

Layout/Design - My layout is simple and minimalistic, and most elements and text are centred throughout the sequence.

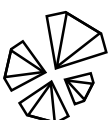
Colour - Of colours I have only used black, white and green, and have discussed why later in this report.

Typography - I used the font Myriad Pro for all names and introduction. This is also something I have explained closer later in the report.

Elements - I have drawn icons for most of the categories, and have used a background with a gradient and some white lines to create interest.

Animation - All animation has been made in After Effects, using different techniques explained under "Design Choices."

Song - Epic/Adventure by Vladimir Volchenko



RESEARCH AND WORK PROCESS

To kick off this assignment I first did some research to make sure I had a clear and organised view of the assignment and its content. This means looking closer at Noroff and the annual award show Diamond Awards, the categories that would be presented, other title sequences, the target market, and finally setting up a mind map to gather my thoughts and ideas.

In addition to the research done by writing I have also spent quite a lot of time going through the Lynda.com tutorial *After Effects CC 2015 Essential Training* by Ian Robinson, as well as looking at the motion design inspiration provided by Noroff in our lessons, other Diamond Award Title Sequences uploaded to YouTube and openings to other award shows.

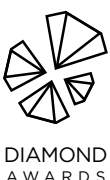
Research and Analysis

Noroff/Diamond Awards – Noroff Education is a university college offering programmes mainly related to design, media, film, music, networking and computer aided design. These programmes are taught either at one of the four campuses in Norway, or through Noroff Online Studies.

Diamond Awards is an annual award show hosted by Noroff, where the purpose is to honour students based on the work they have put down during the studies. These nominations and wins cover courses offered at Noroff. As described by *Bergensavisen*, this is the perfect night to meet the creative talents of tomorrow. Looking at photos and movies from this event, it seems as though people will usually dress up and that it is an event that is taken seriously and is respected. At the same time my impressions is that it should be a night filled with fun.



Categories presented – 10 categories will be presented at the show, and these are as following: Graphic Design, Film Production, 3D Design and Animation, 3D Games, 3D Film, Sound and Music Production, Technical Design DAK 2D/3D, Digital Marketing, Front End Development, and VFX – Visual Effects. Going through Noroff's sites I gathered the key elements from each of the categories.



Graphic Design: Graphic Design, Photography, Strategic Design, Screen Based Design, and Motion Design. This course explores visual communication, idea development,

illustration, commercial, photography, web design and animation. The goal is to become an independent designer.

Film Production: Film Techniques, Fictive Film, Experimental Film, Music Video, Documentary, Acting and Environment, Commercial, and Thriller. This course will teach the students the skills needed to become a film director, script writer, or film producer.

3D Design and Animation/Games/Film: These three courses have a lot in common. Some of the topics include visual effects, concept, animation, character animation, 3D design, concept drawing, digital acting, film techniques, and preproduction. As the name suggests, the students will learn about 3D designing and producing realistic films and/or characters etc.

Sound and Music Production: Idea Development and Production Methods, Studio Techniques, Music Theory, Sound to Film, Mixing, and Sound to Animation Film. This is the course for students who wish to work in the music industry. In the second year they can choose to either focus on composition, or sound techniques.

Technical Design DAK 2D/3D: Basic 2D/3D, Visualising, and Models. This course provides the students with the ability to create and deliver solid products, drawings and models of buildings and constructions, closely working with architects, engineers, and construction workers.

Digital Marketing: Digital Communication Platforms, Marketing, Results and Analysis, Websites, Digital Profiles, Ads Online, and Engaging Dialogues. This course's focus is on coping and practical skills.

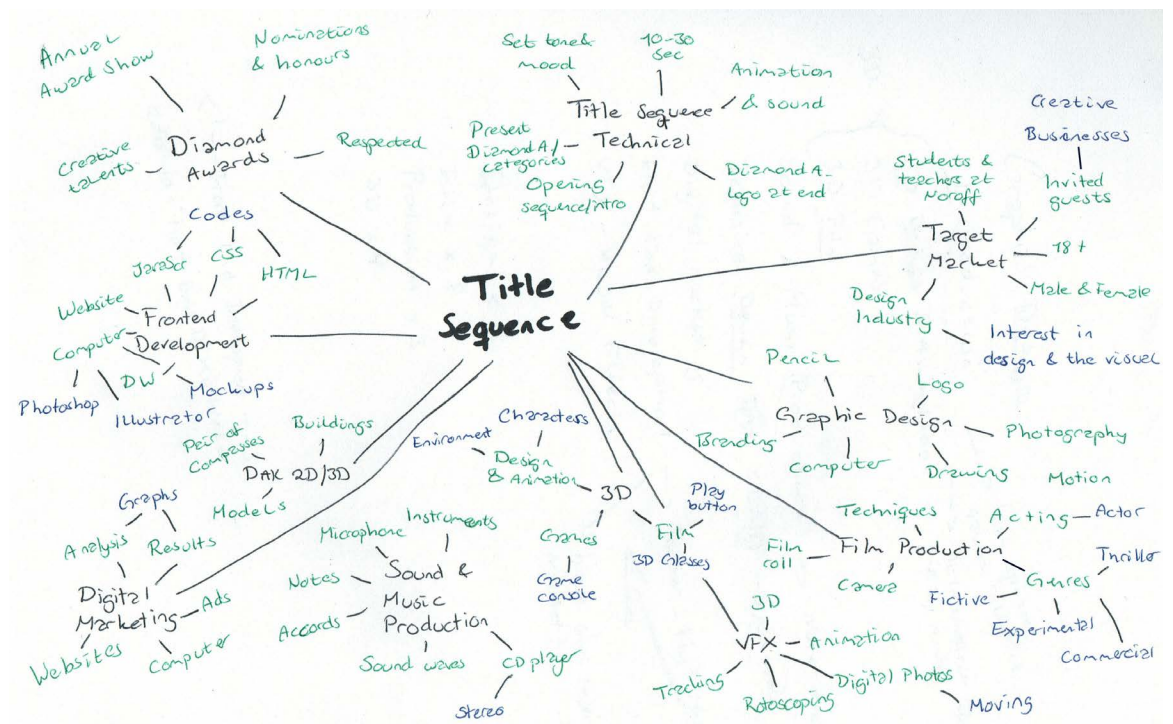
Front End Development: Project Methods, Web and Communication Technology, Design, HTML, CSS, Interactive Design, Programming, and Javascript. After finishing this course the students will have the skills to produce interactive web design both visually and technically.

VFX – Visual Effects: Visual Composition, 3D Design, Animation, Compositing, Cutting and Afterwork, Film and Photography Techniques, Match Moving and Tracking, Rotoscoping, Retouching, and Effect Animation. This is the course for those who wish to work professionally with visual effects, creating digital photos.

Title Sequence – Also called an opening sequence or intro, the purpose of a title sequence is to present the title, key production and cast members of what they are presenting. This is typically done using visuals and sound, and these may be as live action, animation, music, still images, and/or graphics. A title sequence will normally help set the tone and mood. In this case, the Title Sequence will present Diamond Awards, using animation and audio.

Defining Target Market – The brief states that the target market are “students and teachers of Noroff, and invited guests, mainly visiting from creative businesses.” This means that the target group will be adults; over 18 years of age. There will be both males and females, and either students who wish to get an education most likely to get a job in the design industry, or people who already made it into the industry. What ties this rather broad group together is thus a common interest in design and the visual. Because of this it is of course important to consider the overall design, including typography, colours, layout and composition, and general style to suit the show and ceremony.

Mind Map – On my mind map I mainly focused on getting my research down and further narrowing some of this down to the key elements, as well as putting down some ideas related to the different categories and suiting elements.



Coming Up With Ideas

After my research it was time to decide on a concept and actually planning the title sequence. I knew it had to be between 10 and 30 seconds long, and also had a few technical aspects I needed to follow. Apart from somehow displaying the 10 categories, the only other requirement was to display the Diamond Awards logo at the end, preferably animated one way or another.

Concept - The purpose of setting up a concept was to determine the whole idea for the title sequence and gather ideas related to requirements, content, and target market.

Client

Diamond Awards / Noroff

Why do they want the title sequence

Present the annual Diamond Awards event and the categories offered at Noroff

Any requirements?

- One of the versions of the Diamond Awards logo must be included in the end
- All 10 categories must be presented
- The content and design should reflect the event

Concept/theme

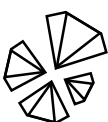
A sophisticated and serious, yet visually interesting animated opening title

Content of sequence

All 10 categories with some sort of icons/elements to describe the category

Target Market

Students at Noroff and other designers



DIAMOND AWARDS

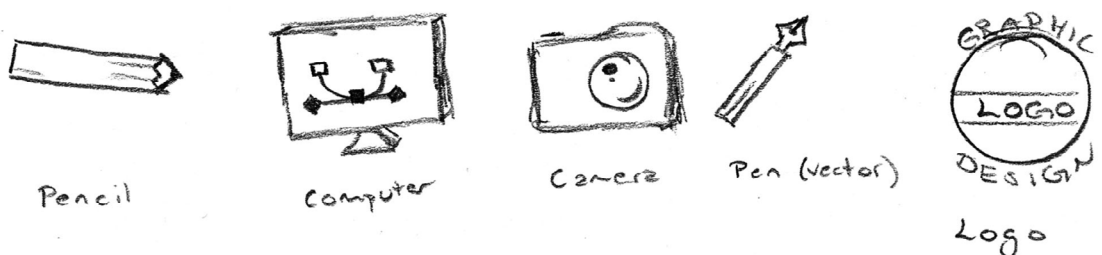
Script Writing - In doing this I wrote down all the text I would include in the sequence, which helped me stay organized throughout the whole project period. This also made it clear that each category should be no longer than 2-3 seconds.

1. Noroff Presents Diamond Awards 2017
2. Graphic Design
3. Film Production
4. 3D Design & Animation
5. 3D Games
6. 3D Film
7. Sound & Music Production
8. Technical Design DAK 2D/3D
9. Digital Marketing
10. Front End Development
11. VFX - Visual Effects
12. Diamond Awards Logo (animated)

Moodboard - Finding inspiration I had a look at other awards show openings on YouTube. Many of these were actual templates one could download, but I only used them for inspiration when trying to set the mood and looking at ways to present everything.

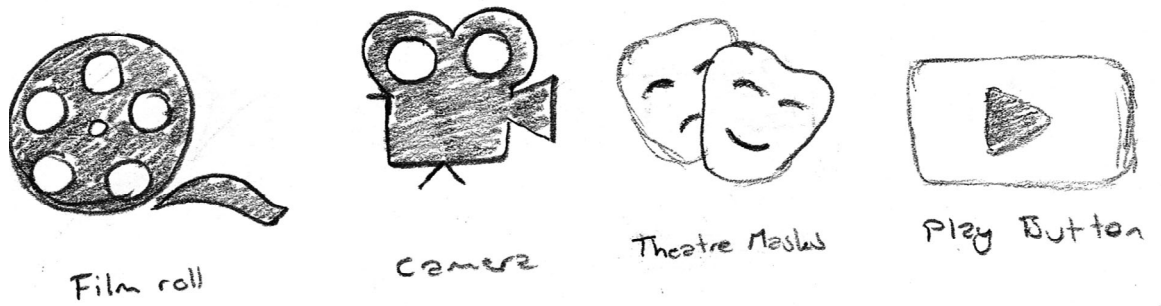


Story Boarding/Sketches - It was time to do some sketches. Since I knew my knowledge in After Effects might limit me in this assignment, I first focused on sketches for the icons to present the different categories, before actually digitizing these. Most of the icon ideas originate from what I wrote down on my mind map. Below are the Graphic Design icons I tried out.

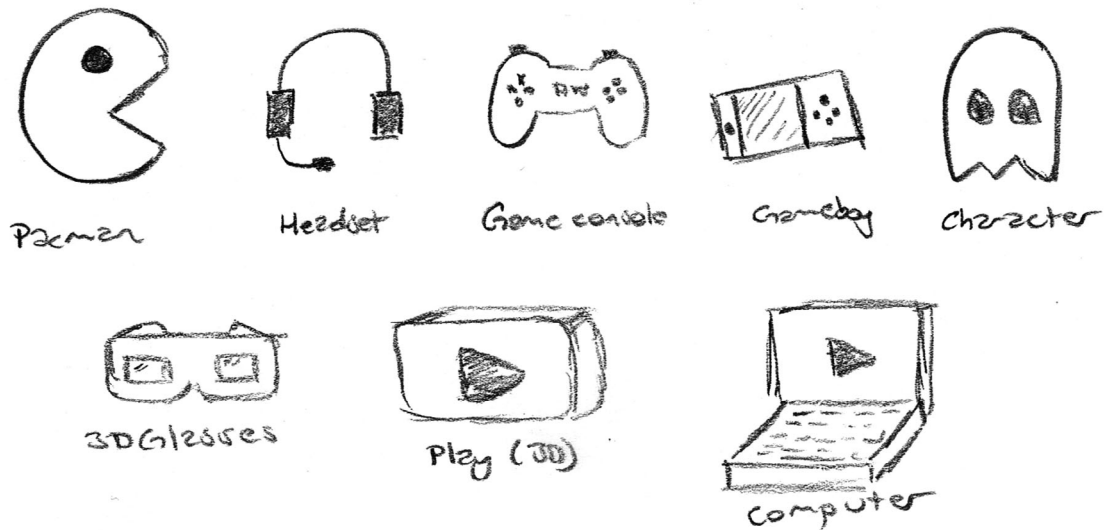


DIAMOND
AWARDS

Following came Film Production, where none of these ideas ended up being what I decided to use. Neither of them got the look I wanted when vectorising them, but looking back at my mind map I realized I had forgotten the action/cut icon I had also been considering.



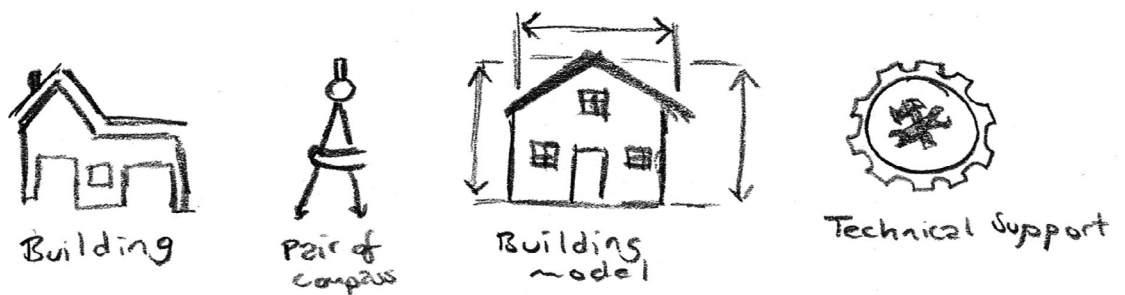
I ended up mixing the three 3D categories since they have a lot of similarities. The icons here have a lot to do with games, technology and film.



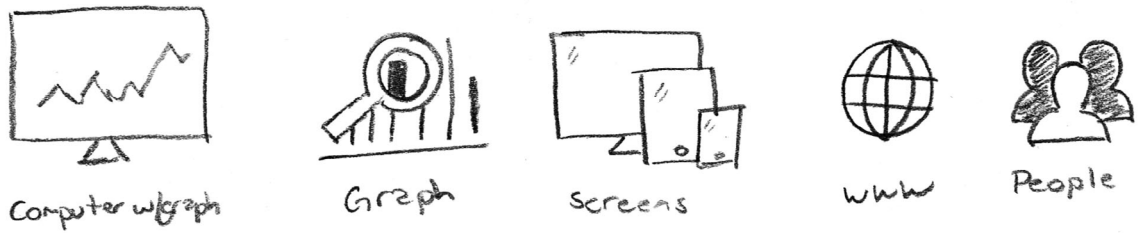
The Sound and Music Production icons are also based on the mind map.



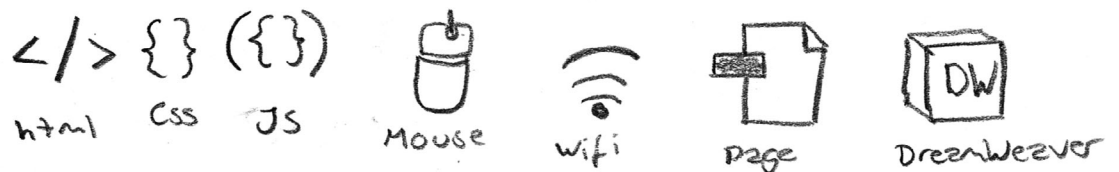
For the Technical Design (DAK 2D/3D) I wasn't really that sure of what to do, but the pair of compass turned out to be my favourite, and I had an idea for the animation of this quite quickly, which is one of the reason this is what I wanted to try working with.



For Digital Marketing I set my focus on analysis, research and social media.

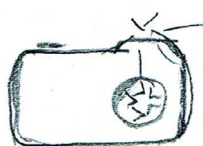


When looking at Front End Development I first had the idea of placing the name in a html code or something, or perhaps just having a bunch of css/html/js codes moving around in the background, sort of inspired by the movie *The Matrix*. However I did want to see if I could come up with an icon here as well.



VFX - Visual Effects is probably the category I had most difficulties with. My mind went blank when trying to come up with an icon for this. I think in one way the category to me seems so broad, but at the same time it also feels abstract - and that combination for me was hard. So I decided I would rather try and animate this in a fun/exciting way, using actual visual effects, rather than integrating a specific icon.

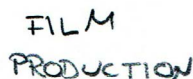
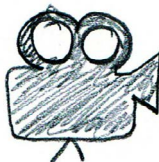
I then did some simple sketches for animation ideas, and how to display the icons and text. This was mainly to see if the elements had any potential to work with the text, and for animation.



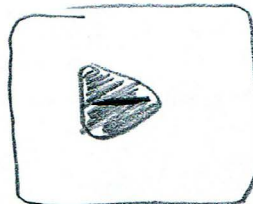
Camera flash goes off, text appears



Pencil writes the name



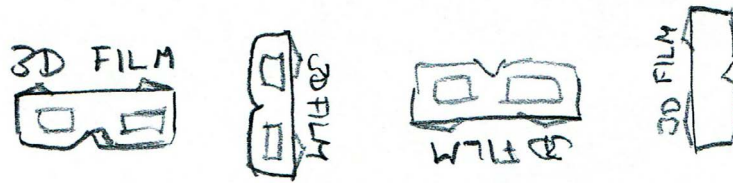
Film Camera starts playing, and the name appears



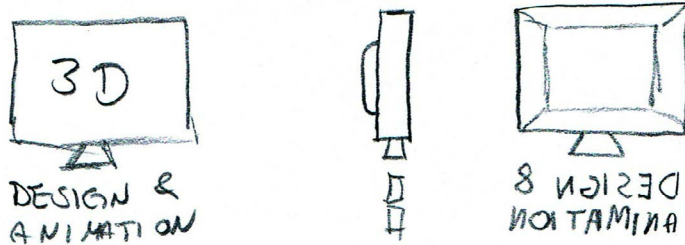
The play button scales up and comes closer and closer, the button is pushed and the name comes out

3D GAMES  GAMES 

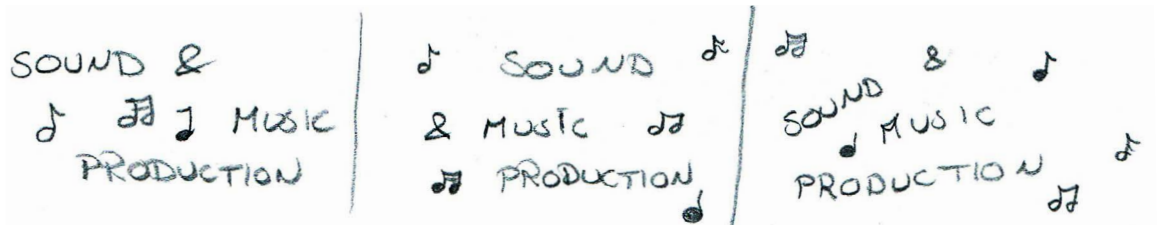
Pacman eats the name



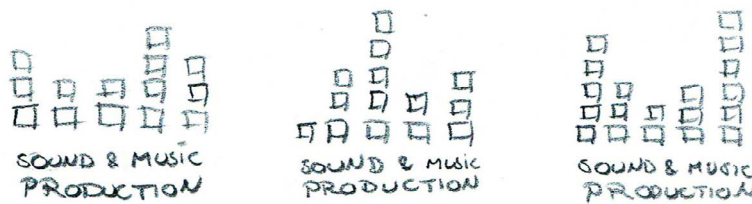
3D glasses and name spin



Computer and name spin (3D)



Notes and name dance around on the screen



Sound "waves" going up/down



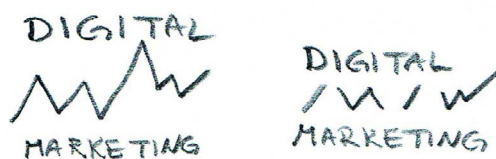
House/name appears slowly



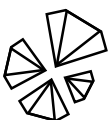
Pair of compass gets pushed to side by the name



Magnifying name in graph

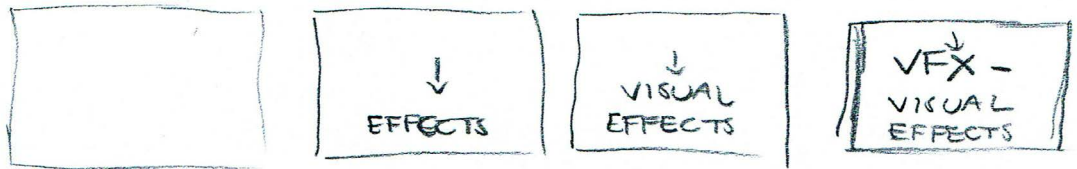
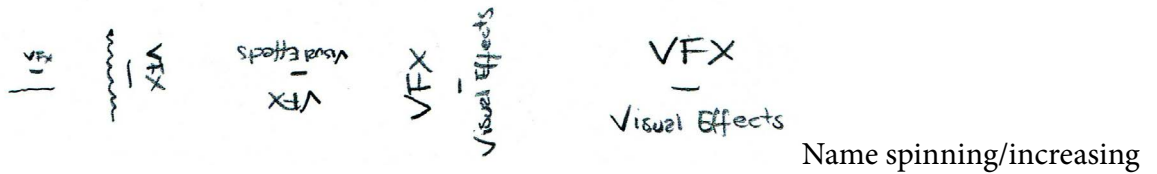
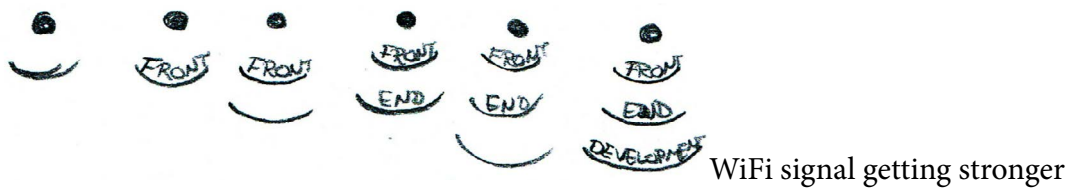


Graph disappears as name gets closer

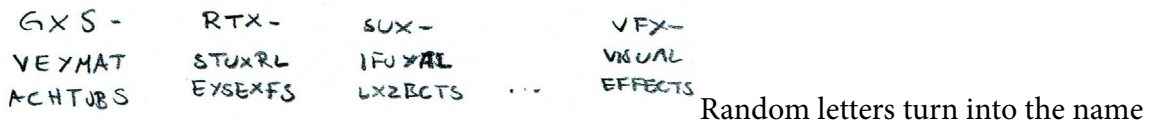


{ FRONT END DEVELOPMENT } → { FRONT | MENT } → ()

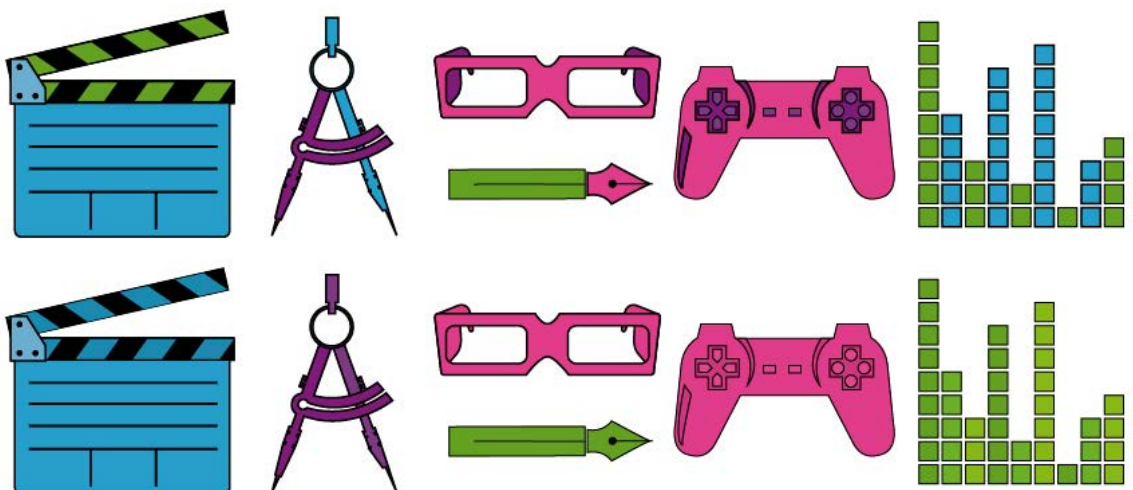
Inspired by JavaScript code. Name disappears and brackets move to centre before spinning

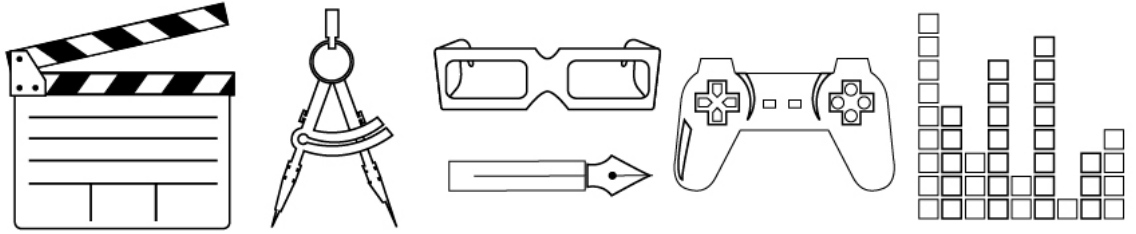


More and more of the name quickly drops into the screen, finally all text drops out



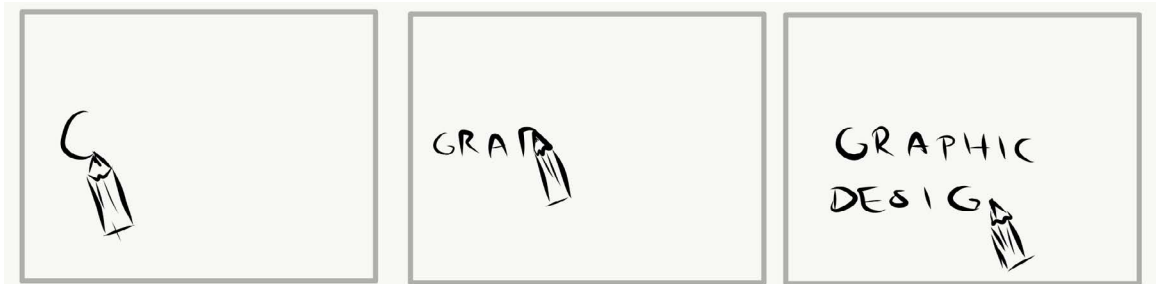
Digital Sketches - Looking at my favourite icon sketches I vectorised these to see if I could get them how I wanted them or if new ideas were in order. I was quite happy with the way they turned out. At first I was thinking of using the coloured version of the logo, and also use these in my icons, but I quickly saw this would not achieve the mood I was aiming for. The colours are in my opinion too bright, happy and saturated, and this did not go well with the “sophisticated” and plain idea I had in mind. So I rather decided to go with black and white icons. In addition to these I was thinking I’d draw some of the icons and animations in After Effects.



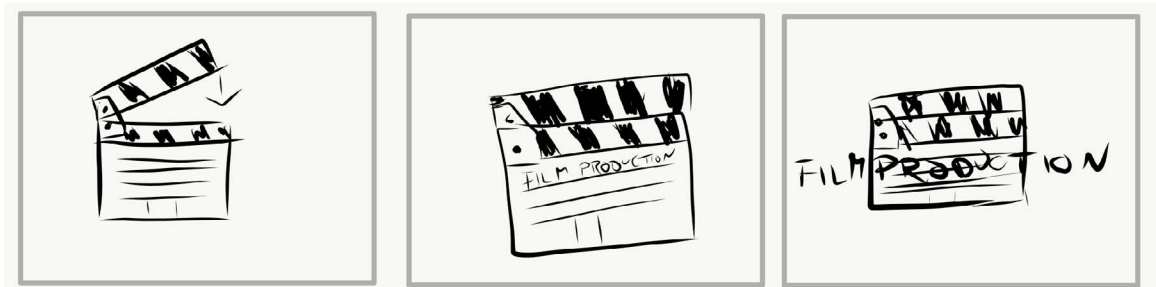


Using the strokes around the icons made them tie in well with the black and white version of the logo, which I found very good. I also placed the different elements on separate layers in Illustrator, since I knew this would help me animate them.

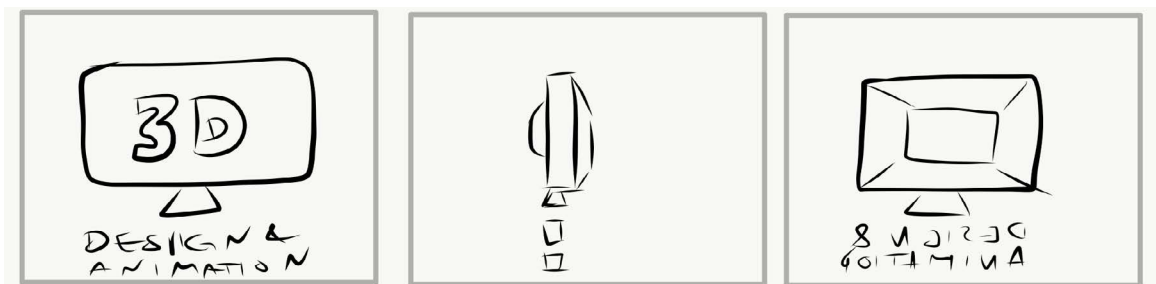
Looking at these icons I made a quick storyboard to guide me when starting out, although I knew this was subject to change once I began animating.



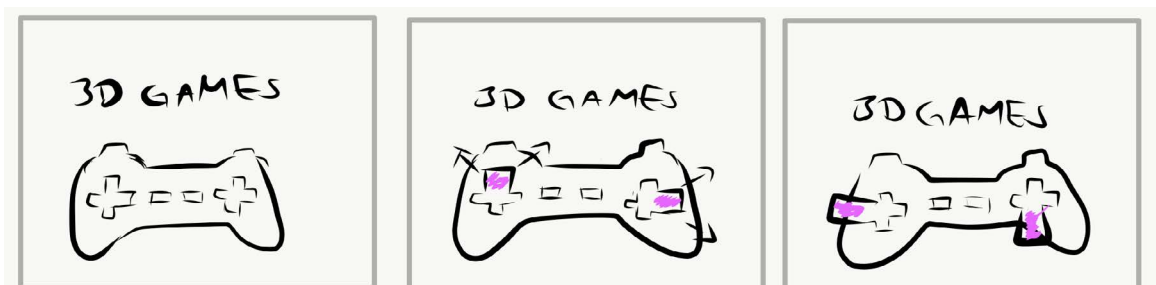
For Graphic Design I wanted to use the pen (vector or pencil), and perhaps draw the word



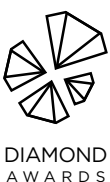
Action/cut closes, the name appears and increases on screen

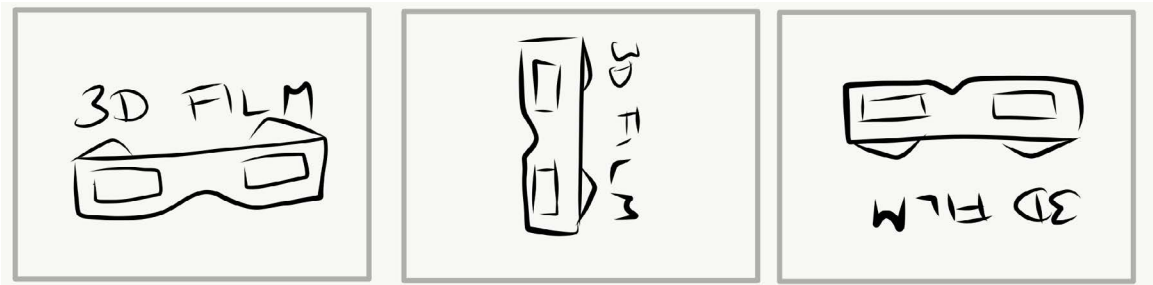


Screen and name spinning, in 3D

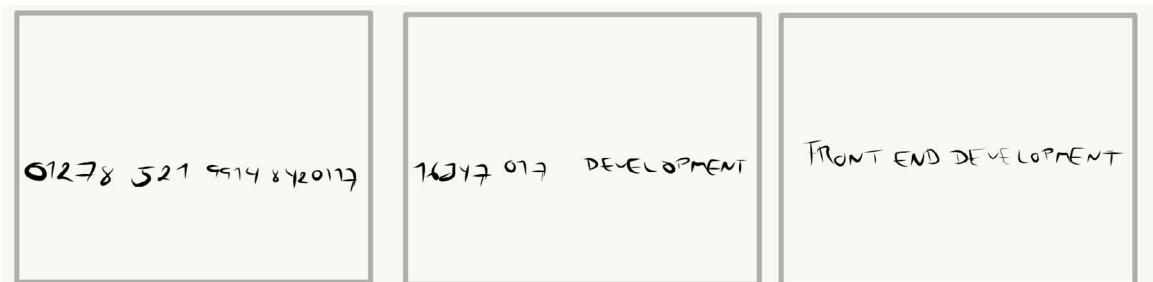
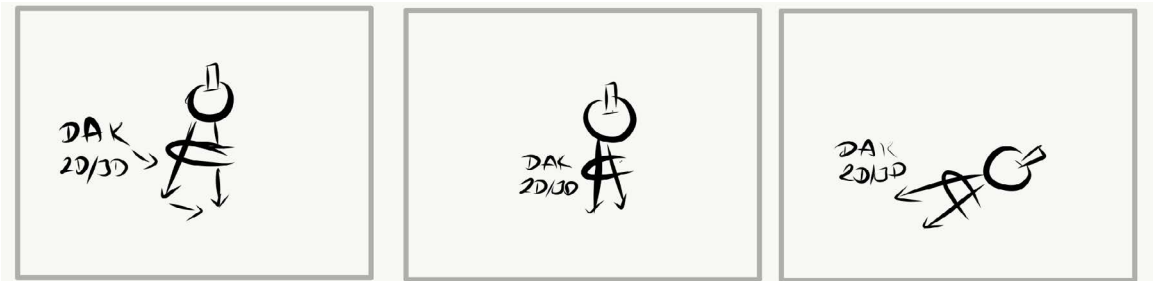
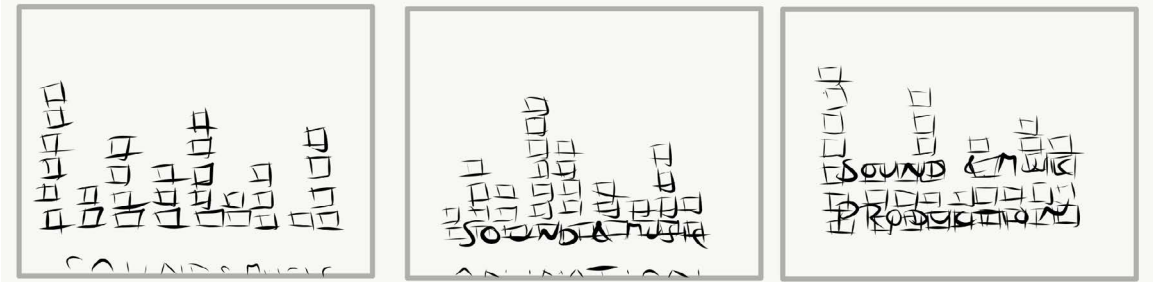


The buttons on the controller being pressed (quickly increasing and decreasing)

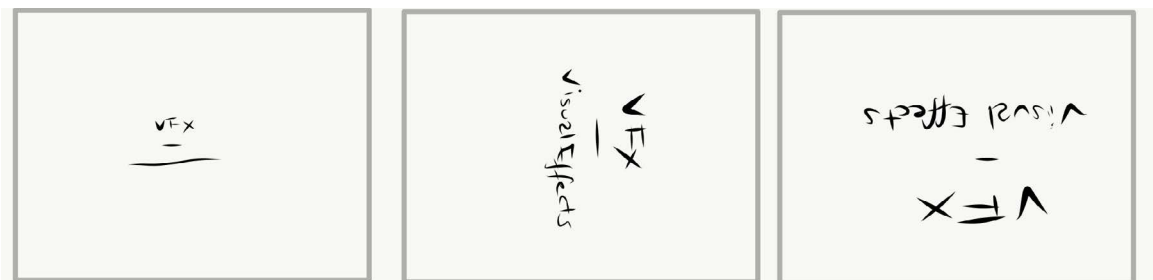




3D glasses and name spinning



Instead of using this idea for VFX, I wanted to try this with Front End Development instead

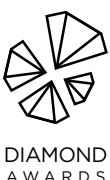
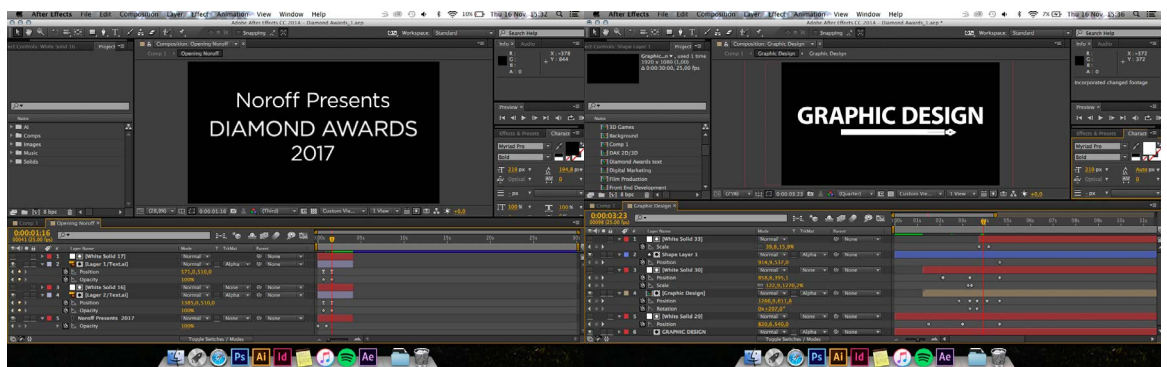
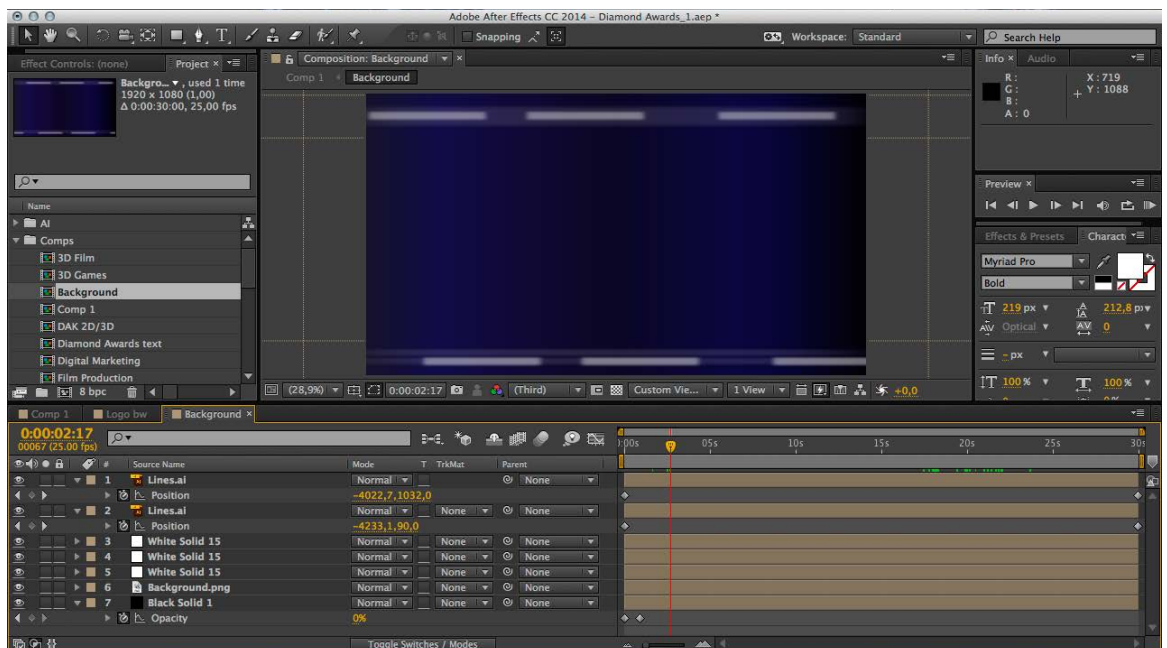


Directing - Finally going to After Effects I was anxious to see what I would be able to come up with. The already mentioned video by Ian Robinson on Lynda.com definitely helped me a lot, as well as other YouTube videos and a few forum threads. This was one of the reasons I didn't do as many sketches as I usually do, though; I knew a lot of experimenting was in order since I had no idea how much I would be able to do. All in all the process from opening After Effects was about me constantly directing myself in new directions, letting go of many ideas, exploring new ones and sometimes even making mistakes that would turn out to be lucky coincidences.

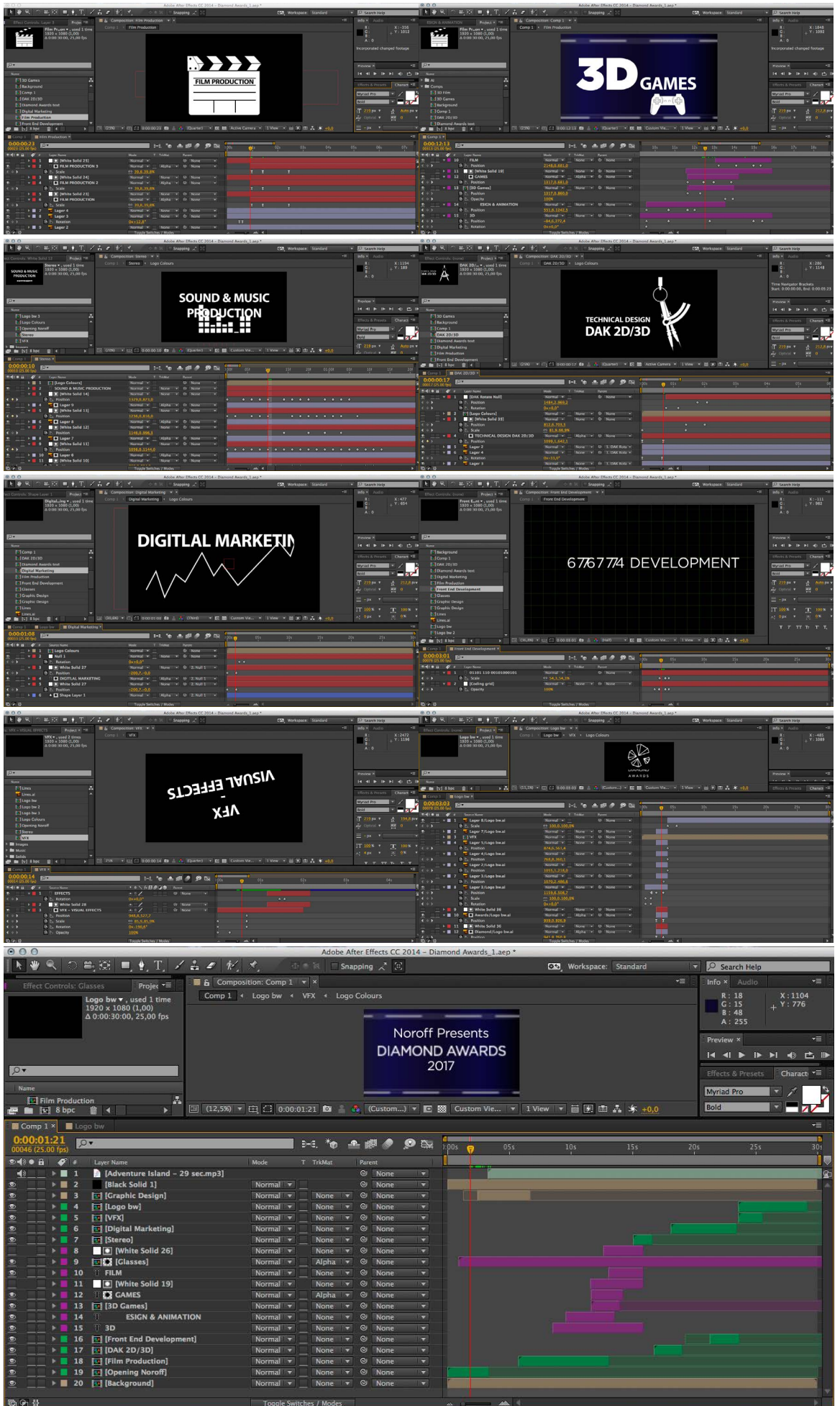
Motion Design/Animation - I made a new comp for more or less every category. I figured this would be helpful since I quickly ended up with many layers, which slowed down my work flow. Using different comps for each category made it a lot easier to stay organized, finding my way around, and avoiding by mistake messing up what I had already done.

The whole sequence pretty much came to life by my trial and (lots of) error. I know ideas will always come clearer when I'm actually working with the final product, since this is when and where I see what limits I need to consider.

Below is the whole project put together as it was in the end. I created a separate comp for the background as well, just to make sure I wouldn't accidentally touch any of the design I had done for this when putting together all the comps.



DIAMOND
AWARDS



DIAMOND AWARDS

For a while there I did try and integrate more colour, but decided not to do this since the Diamond Award logo colours really don't fit the mood I was aiming for.



DESIGN CHOICES

Style/Genre

I would describe this title sequence as quite modern, simple, and clean. The blue in the background represents the night sky and feels sophisticated, trustworthy and calming, and is a colour I personally think lifts the design and well reflects the award show.

Layout/Design

The layout used is quite simple, and I have mainly centred all elements. The lines in the background constantly moving to the right brings the sequence forward and always ensures that something is happening on the screen. At the same time all the movement in the elements creates variation in the layout whilst maintaining a fairly good balance.

Typography

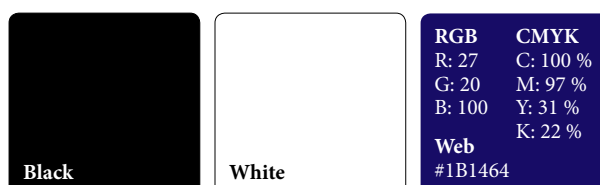
I used Myriad Pro Bold for the sequence. This is a sans serif font quite similar to the Diamond Awards logo font Gotham, but the letters are more narrow. In my opinion Myriad Pro creates a stronger unity between the letters, and I think this benefits its readability. I was considering using a serif font, but because I want a more modern look I decided to go with Myriad Pro. Below, Myriad Pro Bold, and Gotham Bold (12pt).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

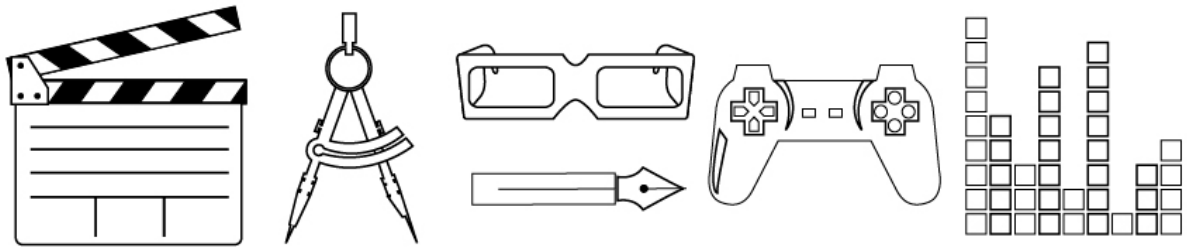
Colours

For the whole composition I have used black and white in all elements and text, and the background uses a gradient of black and blue. This means I'm not using many colours at all, but I think they are enough. Because there is so much going on with the elements and animation, I think this ensures that there's never too much happening. In my opinion the whole composition in regards of colour use is very relaxing to look at; had I integrated more colour like I first considered, I think the animation would have had to be toned down, and still wouldn't have achieved the mood I wanted.



Elements

In addition to the elements below I also drew a graph, and a background grid in After Effects, made the background gradient with moving lines in Illustrator, and used the black and white Diamond Awards logo. This means I used quite a few elements, but since they all follow the same style they all work well together. I think they all tie well together, whilst still maintaining a unique look for each of the categories. The purpose of each icon is to present the category.



Animation

I have used a few effects and animations, mostly based on the Lynda.com and YouTube videos listed under Sources and References. This includes using null objects, solids, tron lines, random numbers transitioning to text, the opacity/scale/position/rotate transitions, and more.

Song

Since we had to include some audio, I went looking for a royalty free song. I wanted this to be instrumental, and also a little upbeat. The song *Epic by Vladimir Volchenko* definitely fits these criteria. It's about 28 seconds long, so I made it fit the actual categories, and think that worked out quite well.

SELF EVALUATION

Reflection Around Finished Product

I'm surprisingly happy with my final product. I think it really came together in the end, and the effects, transitions and animation in general work quite well. There are of course transitions etc. that could have been improved had I known my way around the program better, and the way I have done certain animations could probably have been done in much faster and more efficient ways, but I made it work without too much hassle. And that's what is important in the end; achieving the look and feel I want, and seeing my ideas working out together.

Development and Process

Starting out with this assignment I had no inspiration at all. It was hard coming up with ideas since I had never worked in After Effects prior to the project. I didn't know what I would be able to do at all; I had some ideas, but didn't know if I would be able to go through with them at all. But once I managed to get started with some sketches, vectorising ideas, and finally starting animating I got much more excited.

I have used several videos and tutorials to help me, but I have also spent a lot of time just trying out things. Using solids to have objects appear in certain ways/areas has been very helpful, and this is how I ended up finding out how to make the "Film Production" text turn white outside the icon. There are probably other ways to achieve this as well, but I found this to work for me. All in all I'm happy with the way I managed to handle the program.

SOURCES AND REFERENCES

Monika RH Design - Mandatory Assignment 06: Diamond Awards
<https://monikarhdesign.wordpress.com/category/ma-06-diamond-awards/>

Moodboard and Reference Photos
<https://www.pinterest.co.uk/moonierh/diamond-awards/>

Wikipedia - Noroff
<https://en.wikipedia.org/wiki/Noroff>
Bergensavisen – Hva skjer i Bergen | Diamond Awards Bergen
<https://www.ba.no/vis/kalender/events/7156656>

Wikipedia – Title Sequence
https://en.wikipedia.org/wiki/Title_sequence

Facebook – Noroff Diamond Awards
<https://www.facebook.com/noroffdiamondawards/>

Random numbers transition to text
https://www.youtube.com/watch?v=1WZy_O_kJ_Y

Animated Tron Lines Tutorial for After Effects
https://www.youtube.com/watch?v=8_QFzXDK588

Royalty Free Music (Epic, Vladimir Volchenko)
<http://www.soundotcom.com>

Noroff Tutorials

Motion Design: Introduction, Week 21, Noroff
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA207/week21-2016/>

Motion Design: Preproduction – Mood Boards & Storyboards, Week 22, Noroff
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA207/week22-2016/>

Animation Principles, Week 23, Noroff
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA207/week23-2016/>

After Effects Principles, Week 24, Noroff
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA207/week24-2016/>

After Effects Extended, Week 25, Noroff
<https://www.noroff.no/student/fagskole/lc/dmk/1/en/dmk2/GRA207/week25-2016/>

Lynda.com Tutorials

After Effects CC 2015 Essential Training by Ian Robinson
<https://www.lynda.com/After-Effects-tutorials/After-Effects-CC-Essential-Training-2015/371399-2.html?>

After Effects Apprentice 02: Basic Animation by Chris Meyer and Trish Meyer
<https://www.lynda.com/After-Effects-CS4-tutorials/After-Effects-Apprentice-06-Type-and-Music/79653-2.html?>

